

METHOD AND APPARATUS FOR EFFECTUATING BILATERAL, CONSUMER-DRIVEN HEALTHCARE COMMERCE

Abstract of the Disclosure

A method and apparatus for effectuating consumer-driven healthcare commerce. The method and apparatus allows consumers of healthcare to conduct and control the movement of their healthcare records virtually and globally. It also allows the electronic transfer of the personal health records from one institutional data system to another by mapping individual protocols of one system to another. The consumer is permitted to manage their individual healthcare information storage and movement. The method and apparatus includes the storage of personal health information, which can be constantly updated, permanent health information from various healthcare institutional sources, and healthcare genealogical information. Also, the individual consumer can selectively transfer or access the information electronically, as needed.